

## ABSTRACT OF THE DISCLOSURE

A method of driving a liquid crystal display device of IPS mode is disclosed. The liquid crystal display device includes a pair of substrates, a liquid crystal layer placed between the substrates, gate lines placed above one of the substrates, source lines placed to cross the gate lines with an insulative layer interposed therebetween, a switching element placed near the crossing point of the gate lines and the source lines, and a pixel electrode connected to the source lines through the switching element. A signal voltage required for image display is supplied to the pixel electrode by the source line through the switching element. The method sets an average value of the signal voltage in such a way that an average value of a positive polarity voltage and a negative polarity voltage of the pixel electrode varies with a grayscale to be displayed, and inputs the average value of the signal voltage to the pixel electrode.